

**METHODS AND APPARATUS FOR ANONYMOUS USER IDENTIFICATION
AND CONTENT PERSONALIZATION IN WIRELESS COMMUNICATION****Abstract**

5 Methods and apparatus for providing personalized content to a user of a wireless
network include establishing an anonymous user identifier and delivering the user
identifier to a content provider. Based on the user identifier, communication with a
predetermined data source is established or predetermined data content is selected. In
some embodiments, a device identifier is provided in addition to the user identifier and
10 device specific, personalized content is delivered to the user. In one example, a device
identifier and a user identifier are based on a mobile station serial number and a
subscriber identity module, respectively, and are used in an HTTP header. The
anonymous user identifier can be based on a subscriber identity module (SIM) serial
number, or a hash of the SIM serial number so that user information such as a user
15 phone numbers is not available to content providers.